

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of printing an interface surface associated with a product item, the method including ~~in a computer system~~ the steps of:
 - (a) determining product identity data, the product identity data being indicative of an identity of the product item such that the product item is distinguished from each other product item; and,
 - (b) controlling a printer to thereby print a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of the product identity data ~~such that the product identity data can be determined by sensing any one of the coded data portions with a sensing device~~.
2. (Currently amended) The method of claim 1, wherein the ~~method determining step~~ includes ~~in the computer system~~ the sub-steps of:
 - (e)—receiving indicating data at least partially indicative of the identity of the product item; and,
 - (d)—generating, using the indicating data, the product identity data.
3. (Currently amended) The method of claim 1, wherein at least one of the product item and the interface surface is associated with an RFID tag, and the method determining step including includes reading the RFID tag to determine the product identity data.
4. (Currently amended) The method of claim 1, wherein at least one of the product item and the interface surface is associated with a barcode, and the method determining step including includes sensing the barcode to determine the product identity data.

8. (Currently amended) A The method of claim 1 indicating an identity of a product item, the method including the further step of:

- (a) determining indicating data indicative of an identity of the product item;
- (b) determining, using the indicating data, at least one coded data portion indicative of the identity of the product item; and,
- (c) determining, using the indicating data, at least one barcode indicative of the identity of the product item; and,
- (d) printing, on an interface surface associated with the product item, a plurality of coded data portions, each coded data portion being indicative of the product identity data such the product identity data can be determined by sensing any one of the coded data portions with a sensing device; and,
- (e) encoding the product identity data in an RFID tag associated with the product item.

9 - 10. (Cancelled)

11. (Currently amended) The method of any one of claims 1, 6 and 8, wherein the method includes printing the coded data portions are printed in infrared ink.

12 - 13. (Cancelled)

14. (Currently amended) The method of any one of claims 1, 6 and 8, wherein the method determining step includes in the computer system the sub-steps of:

- (a) determining an identifier indicative of a nature of the product item;
- (b) generating a serial number; and[[],]
- (c) forming the product identity data from the identifier and the serial number.

15. (Currently amended) The method of any one of claims 1, 6 and 8, wherein the method includes providing the coded data portions at respective positions, and wherein the

data of each coded data portion is further indicative of the respective position positions of the coded data portions on the interface surface.

16. (Cancelled)

17. (Currently amended) The method of claim any one of claims 1, 6 and 8, wherein the coded product identity data is indicative of an EPC associated with the product item.

18 - 19. (Cancelled)

20. (Currently amended) The method of claim any one of claims 1, 6 and 8, wherein the coded data is portions are redundantly encoded using Reed-Solomon encoding.

21 - 26. (Cancelled)

27. (Currently amended) A printer for printing an interface surface associated with a product item, the printer being adapted to print a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of product identity data, and the product identity data being indicative of an identity of the product item, such that the product item is distinguished from each other product item identity data can be determined by sensing any one of the coded data portions with a sensing device.

28. (Currently amended) The printer of claim 27, wherein the printer at least one of communicates with and includes, a computer system, the computer system being adapted to:

- (a)—receive indicating data at least partially indicative of an identity of the product item; and
- (b)—generate, using the indicating data, the product identity data.

29. (Original) The printer of claim 27, wherein the printer prints the coded data portions in infrared ink.

30 - 31. (Cancelled)

32. (Original) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with an RFID tag, the printer being adapted to read the RFID tag to determine the product identity data.

33. (Original) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with a barcode, the printer being adapted to sense the barcode to determine the product identity data.

34. (Currently amended) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with an RFID tag, and the printer being is further adapted to encode the product identity data in the RFID tag.

35. (Currently amended) The printer of claim 27, wherein ~~at least one of the product item and the interface surface is associated with a barcode, the printer being is further~~ adapted to encode the product identity data by printing ~~the a~~ barcode on the interface surface or the product item.

36. (Currently amended) The printer of claim 27, wherein ~~the printer provides the coded data portions at respective positions, and wherein the data of each coded data portion is further indicative of the respective position positions of the coded data portions on the interface surface.~~

37 - 40. (Cancelled)

41. (Currently amended) The printer of claim 27, wherein the coded data is portions are redundantly encoded using Reed-Solomon encoding.

42 - 46. (Cancelled)

47. (Currently amended) A system for printing an interface surface associated with a product item, the system including:

- (a) a computer system for:
 - i. receiving indicating data indicative of an identity of the product item; and,
 - ii. generating, using the indicating data, product identity data indicative of the identity of the product item such that the product item is distinguished from each other product item; and,
- (b) a printing system for printing a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of the product identity data ~~such the product identity data can be determined by sensing any one of the coded data portions with a sensing device~~.

48. (Cancelled)